



SPAIN

MEDIA LANDSCAPE

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Country Overview

WORLD'S 13TH LARGEST ECONOMY

Overview of Spain



CAPITAL
Madrid

REGION
Europe

GDP PER CAPITA, PPP
\$40,775

GDP
\$1.43 trillion

POPULATION
47,326,687

AREA
505,370 SQ.KM

Spain is a parliamentary democracy, with a popularly elected legislature led by a prime minister and a monarch as chief of state.

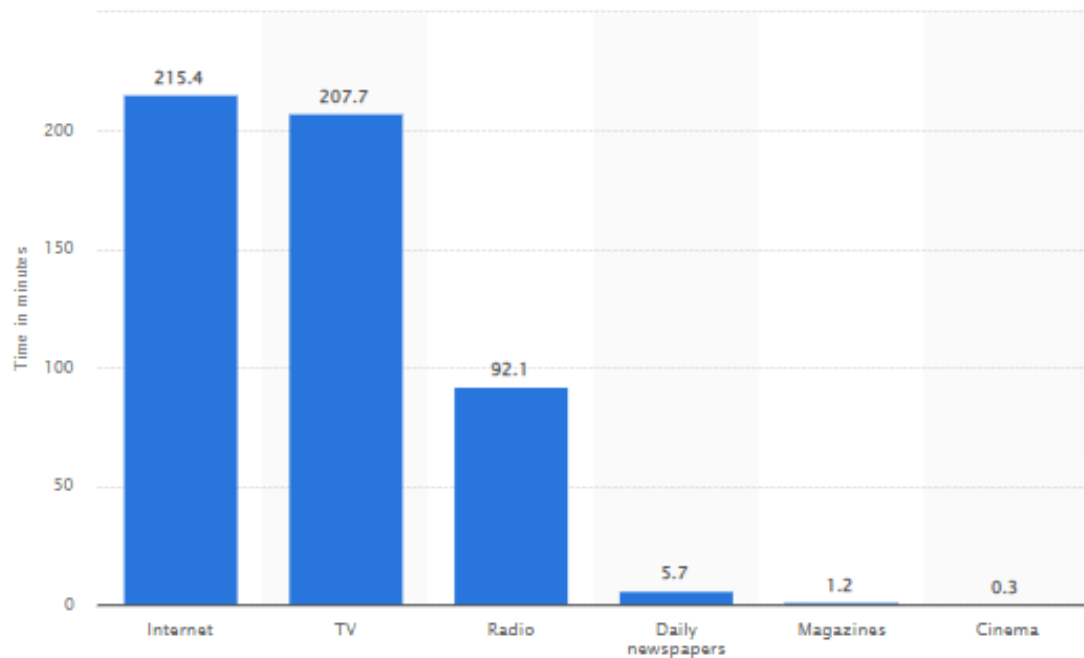
each of the 17 autonomous regions within Spain has its own authority and many have their own language.

Spain is party to the North Atlantic Treaty Organization, and a member of the United Nations, the Organization for Economic Cooperation and Development, the Euro-Atlantic Partnership Council and the World Trade Organization, among others.

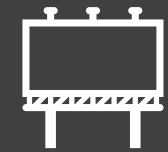
Media Consumption Overview

TV IS THE MOST CONSUMED TRADITIONAL MEDIA

Average daily time spent consuming media in Spain in 2021



TV has the highest penetration rate in the country.



OOH has the second highest reach in the country



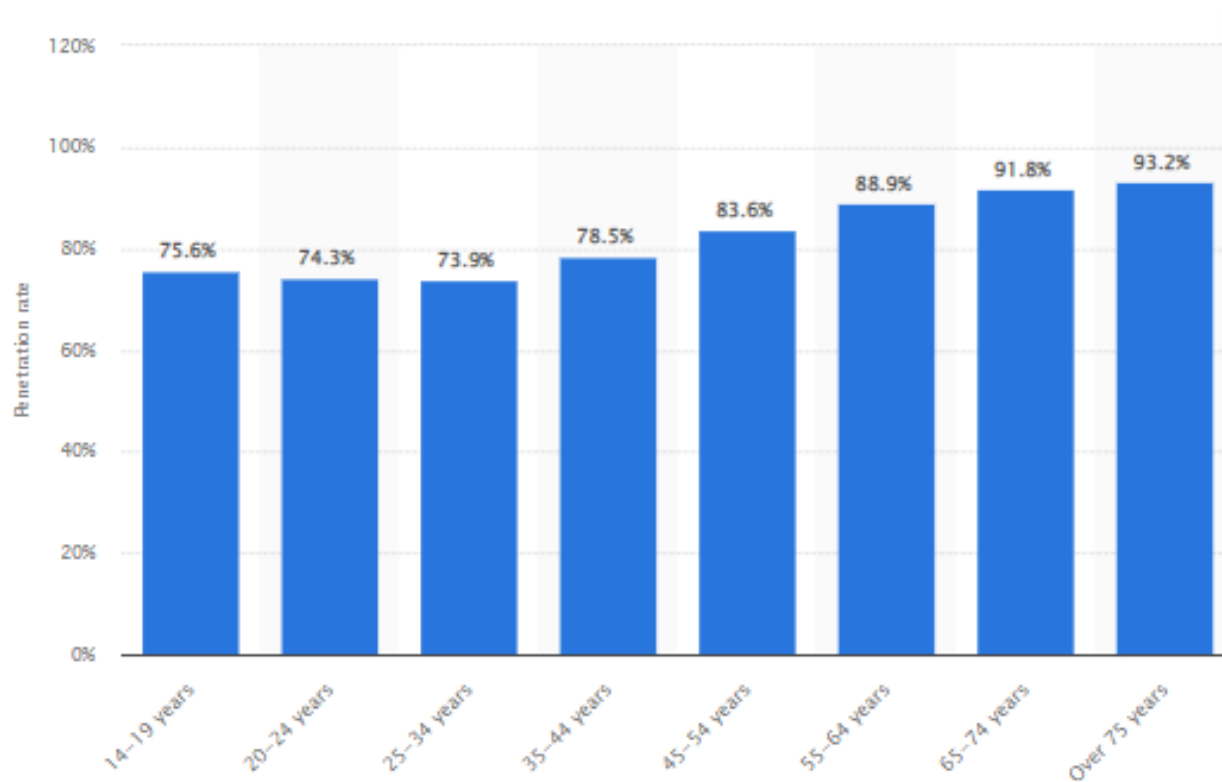
Digital is consumed for 3.5 hours



Reaches almost 57% of households.

PERCENTAGE OF PEOPLE IN SPAIN WATCHING TELEVISION EVERY DAY 83.3%

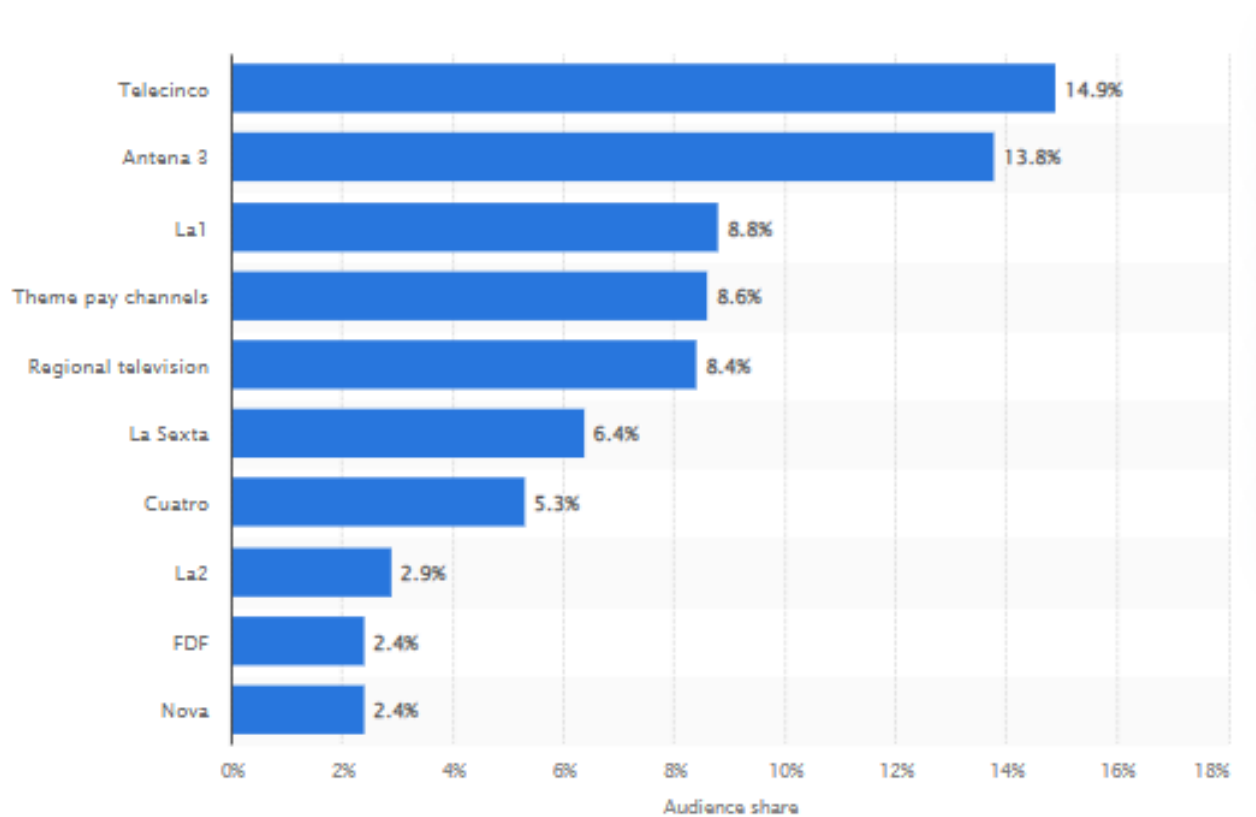
Share of individuals watching television in Spain in 2021, by age group



The share of daily TV viewers in Spain in 2021 was highest among those aged 75 years and older, at over 93 percent.

Mediaset and Atresmedia accounted for 80% of the advertising pie in 2021.

Audience share of leading television channels in Spain in 2021

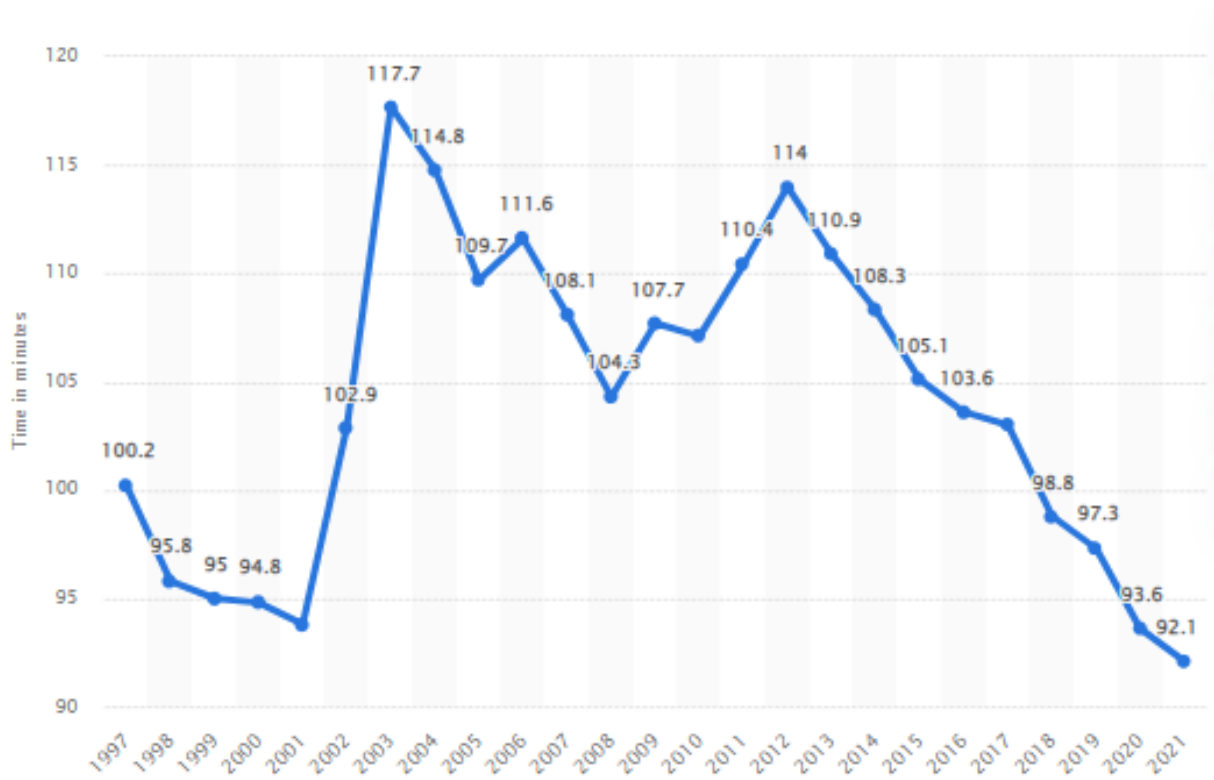


- Telecinco, owned by the media group Mediaset, ranked as the most watched television station in Spain, holding nearly 15 percent of the total audience share in 2021.
- Atresmedia's Antena 3 came in second, taking up 13.8 percent of the total audience share.

Radio

RADIO HAS A PENETRATION RATE OF 55% IN SPAIN

Average daily time spent listening to the radio in Spain
from 1997 to 2021



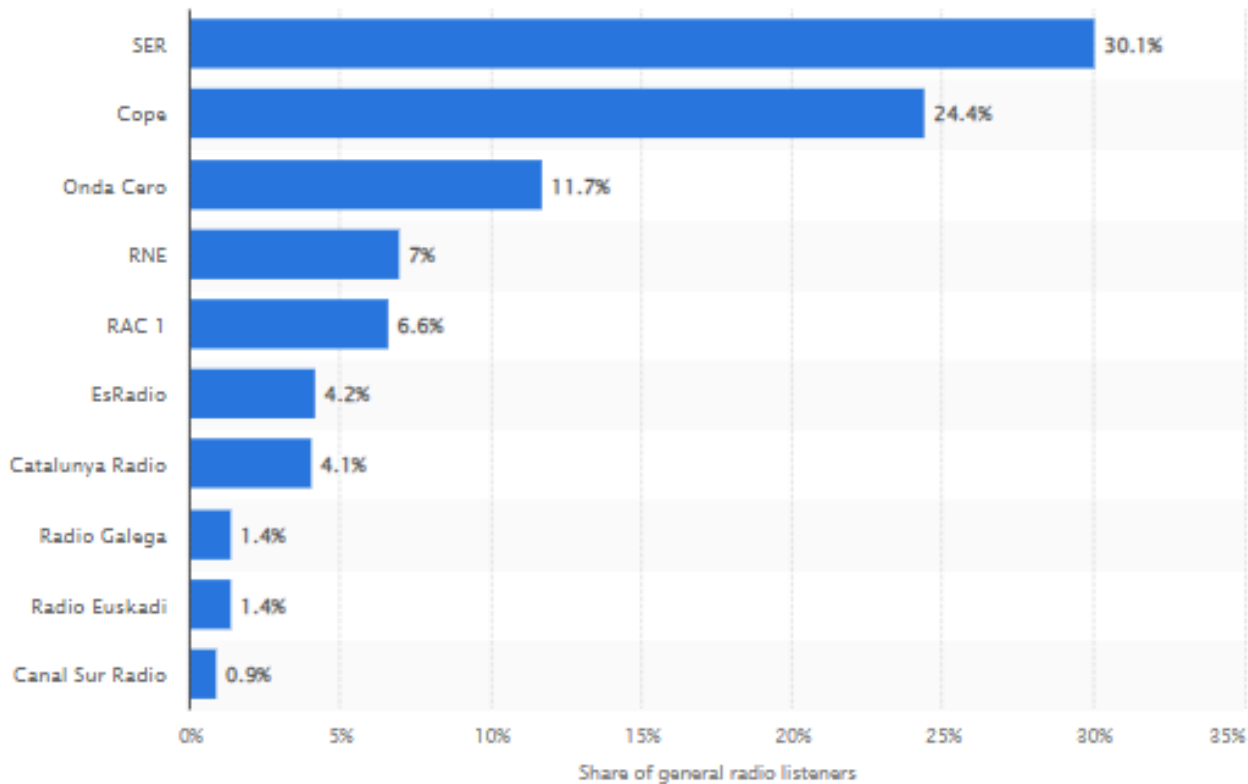
The average person in Spain spent approximately **92 minutes** a day listening to the radio, according to the latest surveys.

Radio listeners found their largest age group among those aged **35-44 years**, with an audience share within this age range of 65.8 percent.

Radio

COUNTRY'S TOP NETWORKS

Leading general radio stations in Spain in 2021, by reach



- In terms of the most popular general content radio stations, SER topped the list with figures reaching nearly **4 million daily listeners**.

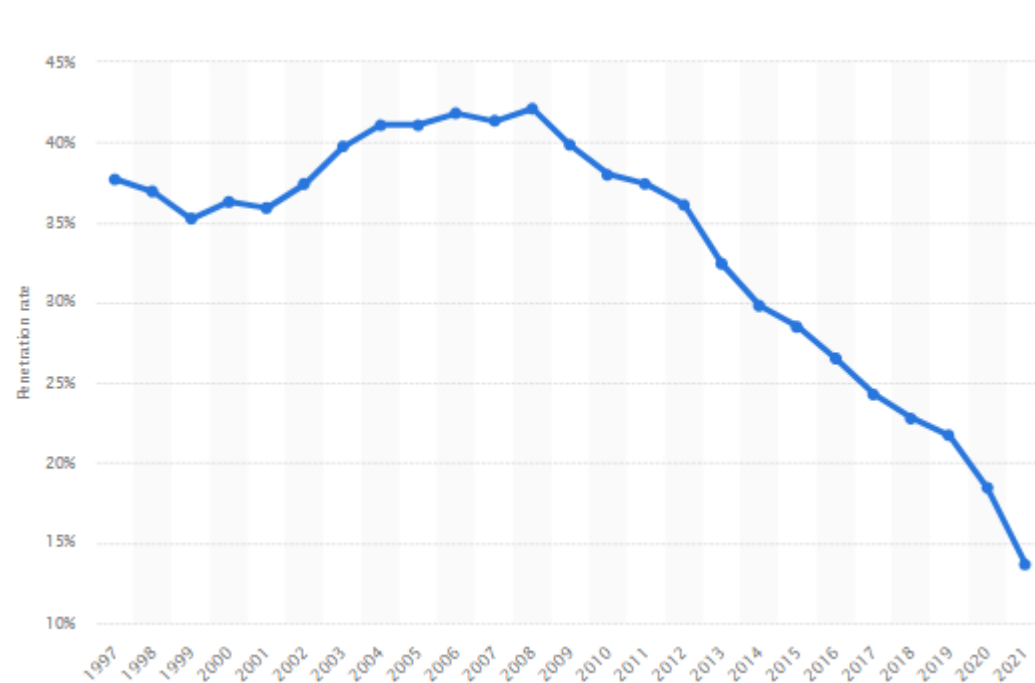


- COPE ranked second, amounting approximately **three million daily listeners**.

Print

ALMOST 22% OF SPANIARDS READ PRINT MEDIA

Newspaper penetration in Spain 1997-2021

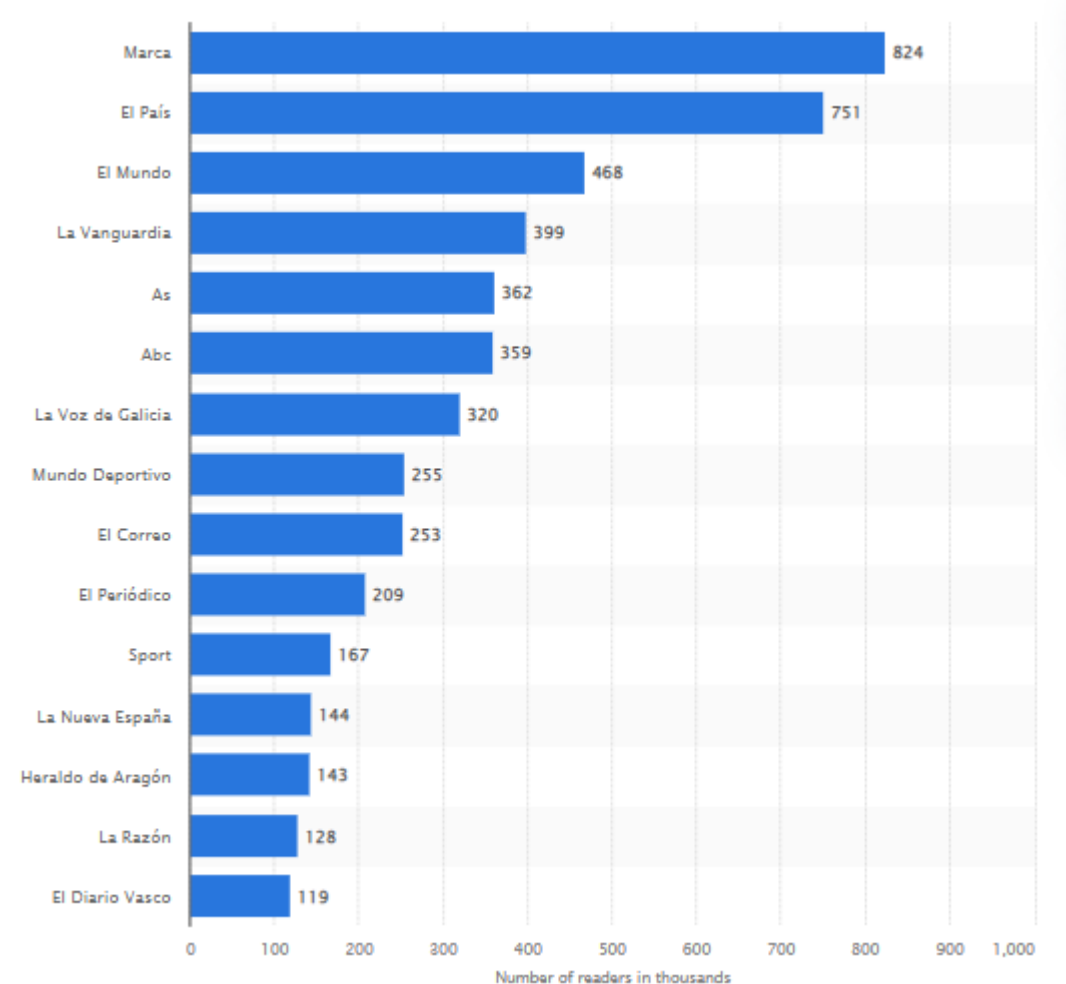


- Newspaper consumption peaked in 2008 when around 42 percent of the Spanish population were reading newspapers. The number has fallen ever since, reaching 13.7 percent by 2021.

Print

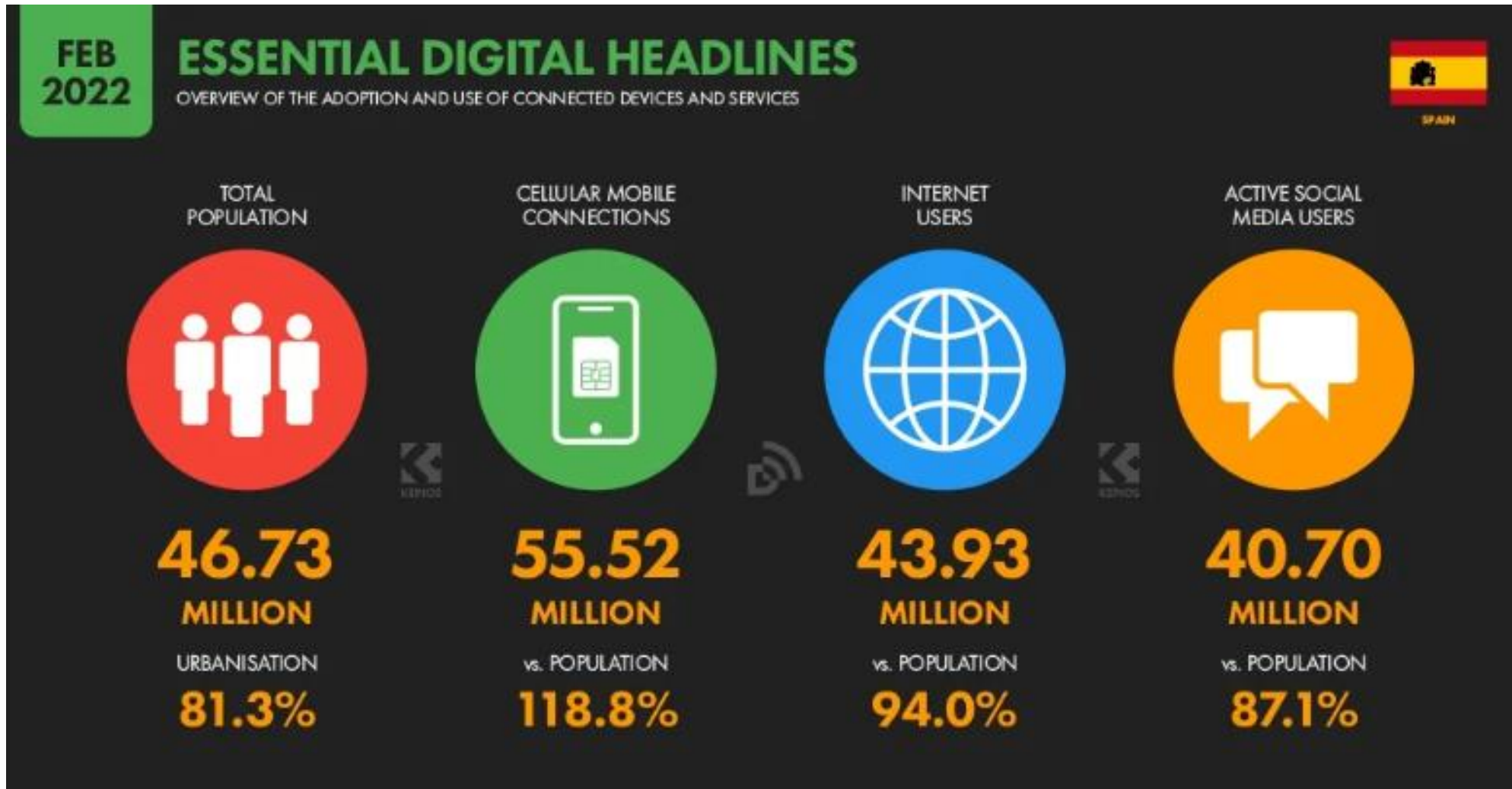
TOP TITLES

Number of daily readers of the leading newspapers in Spain 2021



Digital

INTERNET USERS IN SPAIN INCREASED BY 0.8% BETWEEN 2021 AND 2022



Digital

SPANIARDS SPEND THE MOST TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON **ANNUAL** WEBSITE TRAFFIC FOR **FULL-YEAR 2021**



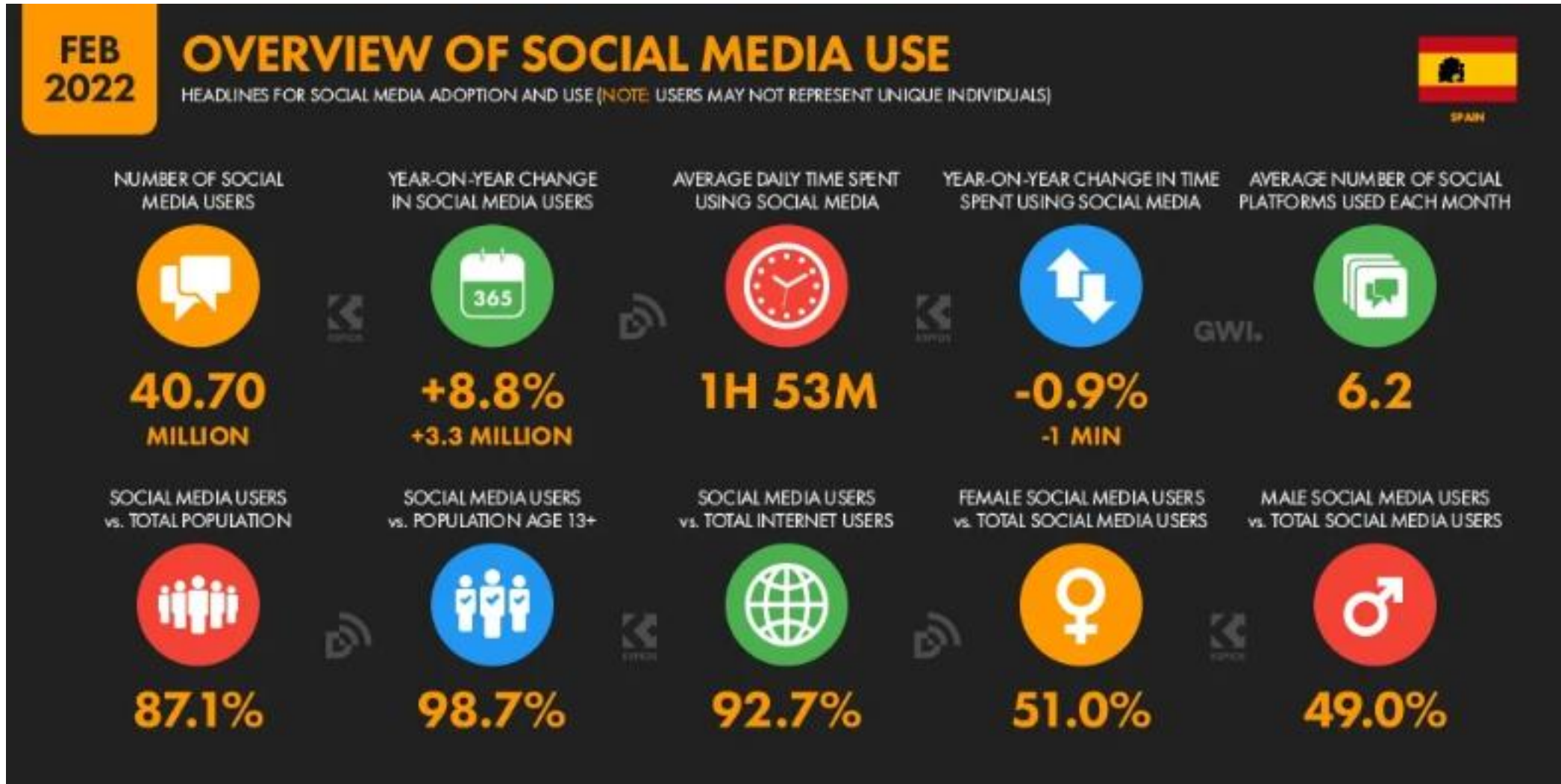
SPAIN

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	21.1B	58.3%	41.7%	11M 16S	8.60
02	YOUTUBE.COM	6.79B	20.2%	79.8%	20M 06S	11.13
03	FACEBOOK.COM	4.17B	67.2%	32.8%	7M 36S	6.74
04	GOOGLE.ES	2.53B	36.6%	63.4%	8M 05S	12.98
05	TWITTER.COM	2.38B	55.9%	44.1%	10M 28S	10.42
06	INSTAGRAM.COM	1.61B	66.1%	33.9%	7M 14S	9.85
07	MARCA.COM	1.59B	69.1%	30.9%	8M 48S	3.72
08	AMAZON.ES	1.57B	46.2%	53.8%	7M 13S	8.66
09	WIKIPEDIA.ORG	1.39B	63.2%	36.8%	3M 30S	2.65
10	AS.COM	1.29B	73.1%	26.9%	7M 09S	2.71

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	ELMUNDO.ES	1.09B	79.0%	21.0%	6M 09S	3.44
12	XVIDEOS.COM	1.04B	88.8%	11.2%	12M 33S	9.92
13	LIVE.COM	1.03B	32.2%	67.8%	7M 50S	8.48
14	ELPAIS.COM	956M	73.6%	26.4%	6M 48S	2.46
15	WHATSAPPCOM	924M	14.5%	85.5%	3M 36S	1.55
16	PORNHUB.COM	792M	89.3%	10.7%	7M 47S	6.47
17	ABC.ES	777M	84.3%	15.7%	5M 08S	2.89
18	NETFLIX.COM	708M	8.5%	91.5%	8M 06S	4.18
19	LAVANGUARDIA.COM	622M	82.7%	17.3%	3M 50S	3.19
20	ELCONFIDENCIAL.COM	616M	83.5%	16.5%	4M 52S	2.74

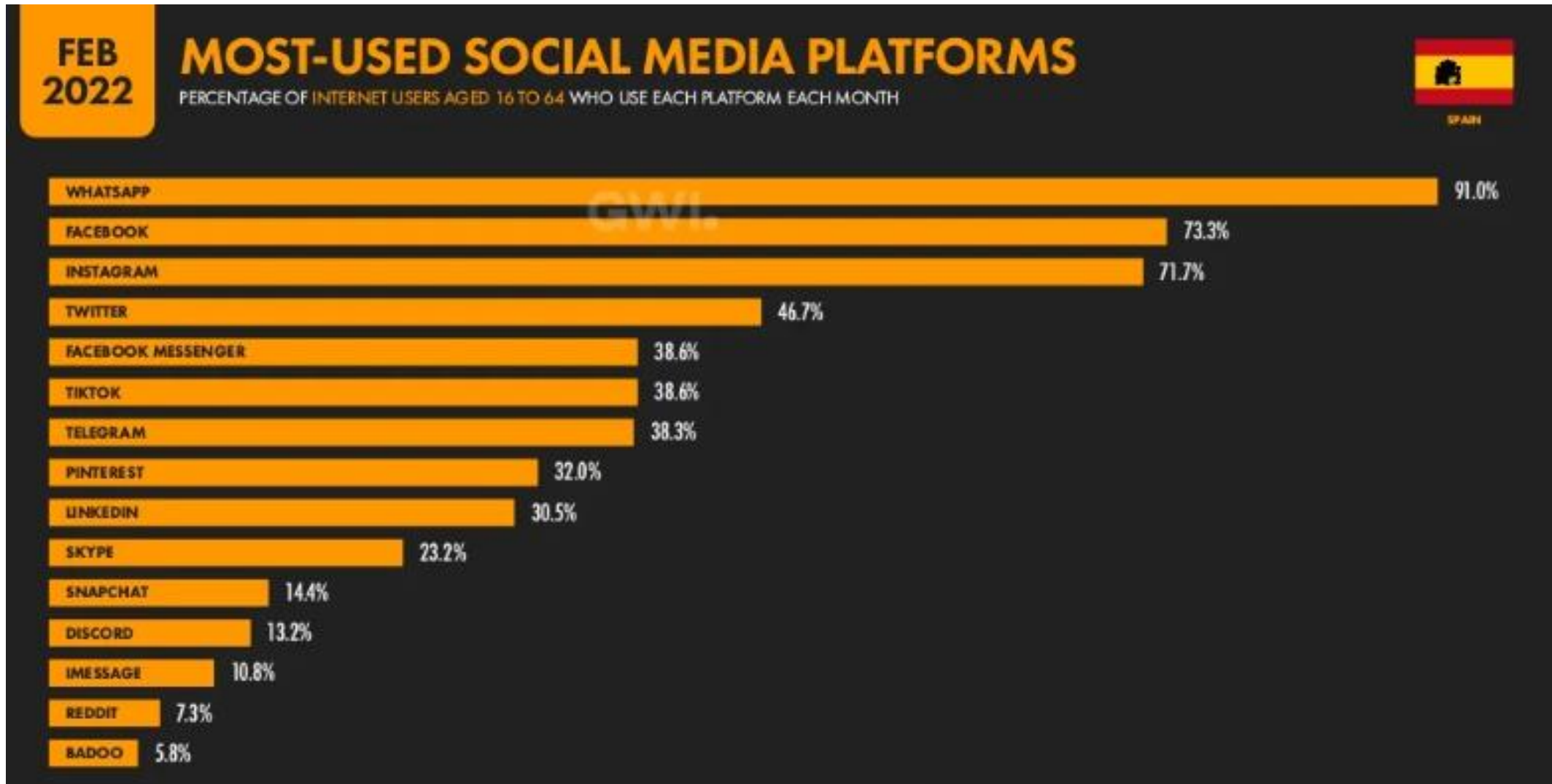
Digital

SOCIAL MEDIA USERS IN SPAIN INCREASED BY 8.8 PERCENT BETWEEN 2021 AND 2022



Digital

WHATSAPP IS THE MOST-USED SOCIAL MEDIA PLATFORM FOLLOWED BY FACEBOOK



OOH

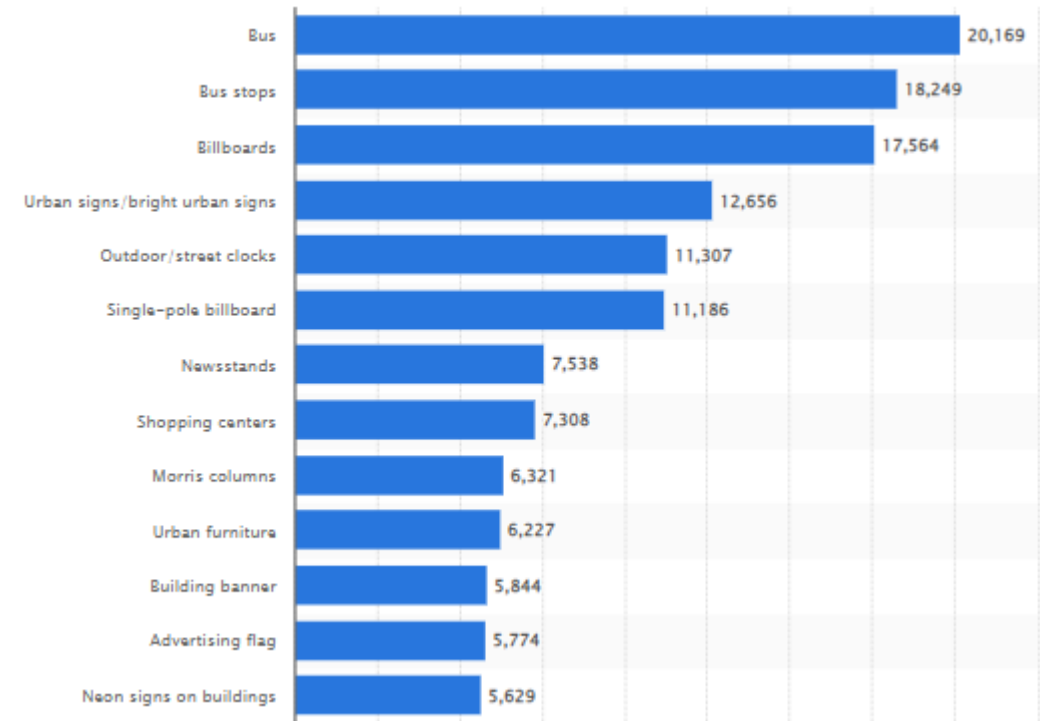
REACHES MILLIONS IN THE URBAN CENTRES

Bus advertising ranked as the most noticeable type of out-of-home advertising in Spain during 2020.

Buses and bus stops were most perceived, with both formats combined clocking up a reach of over **45 million people**.

OOH has a penetration rate of almost **90 percent** for those aged 14 to 44 years old as opposed to those aged over 65 years old that recorded a penetration rate of only about 68 percent.

Perception of out-of-home advertising in Spain in 2020, by format (in 1000s)



Let's Discuss

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